

ABSTRACT

Innovative techniques, systems and methods are described that enable media content to be packaged and delivered, via a network, in a manner that can greatly enhance the user experience. A packaging approach provides a downloadable file that contains different constituent parts that can be processed by a software-implemented media player to provide a user with not only media content, but additional content that adds value to the media content. In addition, in some embodiments, a download approach provides for the downloadable file to be link-accessed by a user, and automatically downloaded, cataloged, and experienced by the user without any more user intervention other than clicking on a particular link that is associated with the downloadable file.